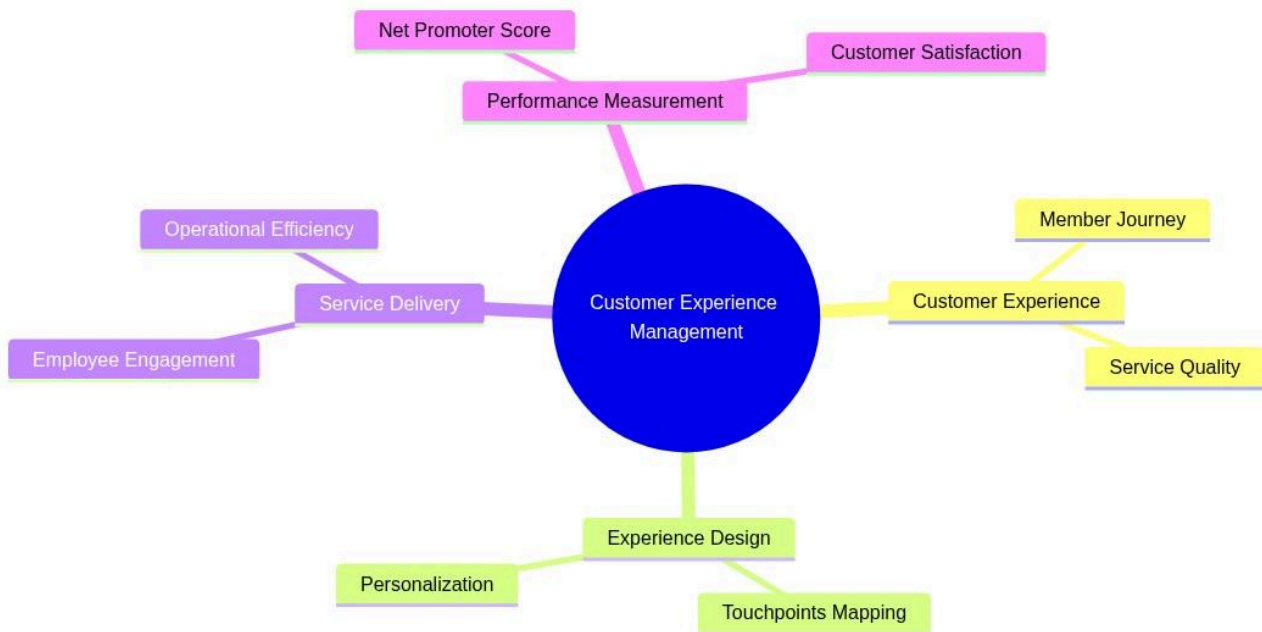


Postgraduate Certificate in Golf Club Hospitality and Customer Service

# Customer Experience Management



mindmap

```
root((Customer Experience Management))
  Customer Experience
    Member Journey
    Service Quality
  Experience Design
    Touchpoints Mapping
    Personalization
  Service Delivery
    Employee Engagement
    Operational Efficiency
  Performance Measurement
    Net Promoter Score
    Customer Satisfaction
```